

CANADIAN MOVING PICTURE DIGEST

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RAY LEWIS
Editor and Publisher

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December 21st, 1940

Thank God !

THANK GOD that we are here to wish each other a Merry Christmas. Thank God that this is Canada, that we live under the British Flag; and that the British Empire and its friends have not forgotten that The Leaders who gave us the Ten Commandments and The Sermon On The Mount gave to us a foundation upon which we built up a civilization of human rights which no power of earth can destroy.

Thank God for the Government of the United States, which under the leadership of President Roosevelt, has given to the freedom-loving and freedom-fighting people of the world the best Christmas bonus which they could receive, namely the promise of all the war necessities which Britain requires in its fight against the Dark Forces of life, the latter which dare to tear down from their place in the hearts of Mankind, the star of Bethlehem, the spirit of Universal Brotherhood and the Fatherhood of God.

Thank God that we are becoming conscious of our priceless gifts, that the Killers have not destroyed our conception of the value of life; that the salvation of souls and bodies, the preservation of the Individual and the development of his creative ability is more precious to us than the instrument called the State, or the Nation through which men and women transmute themselves into Service.

Thank God that men and women have not become numb, even when millions have become dumb, beholding a rule of Brute Force which threatens to divide Mankind into two classes only, Masters and Slaves!

Thank God that we survived the Nazi plague, that we retained the strength of our faith that Right must win, that God Gave us Leaders and Fighters who had vision, and that at this Christmas time we enter the festive season with renewed hope and faith in the Eternity of Good.

Thank God that we as one of the leading industries of the world have not permitted our Screen to prostitute its service, that we are not in the pay of the Nazis. That the American Film Industry has marched shoulder to shoulder with the British Film Industry in taking off the false whiskers of Hitler and revealing him beneath his Mask of Santa Claus as a Frankenstein Monster which must be destroyed.

Let us remember to Thank God, for the privilege we have to serve, for the spirit of those fighting women and men, even the little children who take no heed for their own preservation, that Freedom and Human Rights may live.

As we say, Merry Christmas, each to the other, as we lift our glasses to drink a toast, as we behold our dinner-plates covered with steaming and savoury food, as we lift up our voices in song; and in the quiet of the night rest our head upon our pillow in our own homes, or the home of our friends, let us remember to thank God for these precious gifts, and let our thanks to Him be more than by word of mouth. Let us dedicate ourselves, all that we can give of ourselves, and of our goods, to help those over there; and those of us ready and willing to go over there. Let us help the Freedom-Lovers and the Freedom-Fighters of this world to finish this good fight, to arm them and equip them for their protection and preservation that Peace and Good-Will may once more prevail upon this earth.

—Editor.

ANNOUNCING 4 HOLIDAY HITS!



MARX
BROS.
"GO WEST"
•
ROBERT
TAYLOR
"FLIGHT COMMAND"
•
CARY GRANT
Katharine HEPBURN
JAMES STEWART
"THE PHILADELPHIA
STORY"
•
CLARK GABLE
HEDY LAMARR
"COMRADE X"

WHILE most film companies
ARE currently advertising
ONE holiday show!

M-G-M has **FOUR** of them—

PREVIEWED! ACCLAIMED! SURE-FIRE!

WE have just screened

MARX BROS. "GO WEST" and we're still roaring!

POSITIVELY the fastest-paced laugh-getter in
ALL the history of the Marxmen.

WE told you about the cheering audience at

"FLIGHT COMMAND" (Robert Taylor)

IT'S the biggest thing since "Hell Divers" —

THE trade press is still raving about

***"PHILADELPHIA STORY"** (Cary Grant, K. Hepburn, James Stewart)

THE preview of **"COMRADE X"** (Clark Gable, Hedy Lamarr)

IS still the howl of Hollywood!

FOUR great holiday attractions in a row!

EACH one certain for extended runs!

WHO'S your Santa Claus, folks?



RAY PRESENTS



THERE is a great deal of talk about the "Consent Decree" in the United States with the Big Five in on the "Consent" and the "Little Three" (as Columbia, Universal and United Artists are called) out of the "Consent", because these latter companies are said not to be Distributor-Exhibitors.

There is some talk about the "Consent Decree" for Canada.

As an exhibitor I would not be interested in buying five pictures at a time. I find it much easier to contract for a program with some reservations covering cancellation privileges.

As far as the Big Circuits in Canada are concerned, the "Consent Decree" means nothing to them, because they have the "Buying Power", and producer-distributor affiliations, which give these companies the choice of product, and privileges which cover selections. They have the money in the event that contracts are not fulfilled covering the number of pictures selected to pay off the Distributor.

NO distributor or producer will argue about the advantageous position of the Big Circuits in Canada and their affiliates. They get the "cream" of product and playing-time, the Independents get what is left.

Now, getting what is left would not be so bad, if the Big Circuits would stop at First and Second Runs, if they would book in pictures without holding up the playdates which follow, and which make even the outstanding successes of small value in subsequent runs, because the interval between the first and second run, or the second and third run, the latter which is tied up with general distribution, is so long that the public has forgotten all the "Hurrahs" in connection with the picture.

The Producer-Distributors claim that they must get their money out of the first-run houses, because the first-run generally has the capacity for large returns. There is a sound argument here, providing distributors would adjust their prices to suit the runs which come with general distribution. This is not the case, the distributor generally bases his price on the value of the picture in relationship to the first run. He changes the grouping of pictures from B to A class, or from C to A class if the picture happens to go over big in the First Run. While it is also true that the distributor at times takes an A picture and demotes it to B or C class, because it has not made Big Money in its First Runs, the general business policy of distributors is to get as much money as the exhibitor can be forced to pay.

EXHIBITORS in Canada are obliged to take pictures which they do not want, but there is no fast rule in connection with such selling policies, for some Distributors will consider the house at which the pictures are to be played, its location and patronage and give the exhibitor in Canada an opportunity to cancel the pictures, or to omit the pictures which are not suitable.

The booking of pictures by Independents in Canada is not growing easier. With Circuit affiliations getting first whack at product for first and second runs, with Affiliated Theatres holding up product in competitive zones, and giving playdates in zones which overlap the competitive zone, weeks and months ahead of

playdates in the competitive zone, thereby killing the Interest value for the Independent exhibitor through the lateness of his respective playing-date, there appears to be some need for adjustment.

I am opposed, editorially, and as an exhibitor, to any Circuit demanding First, Second and Third Run in a zone; and not paying as much for the Third Run as the Independent Exhibitor pays for a Fourth and Fifth Run. I am opposed to a policy of buying and selling which gives the Big Circuit First, Second and Third Run in Neighborhood districts. This monopoly of product is not good for the distributor or the Industry as a whole. For a Circuit to get the First and Second Run on product and then lease a theatre which it would be ashamed to say that it owns, to argue for low prices in such a theatre on the ground that the seating capacity and general make-up of the theatre is cheap, to argue that the theatre is losing money; and then demand, because of its Big Circuit affiliation, that this "dump" shall secure a prior run and get it, when Independent exhibitors have higher price of admission, a better theatre, pay more for product is about as concrete an example of monopoly as anyone would wish to present.

THE grabbing of Third Runs by Big Circuits must eventually cause trouble in the Industry in Canada, so will the Co-operatives when they begin to threaten the position and the Buying Power of the Independent.

I do not think that Co-operatives, that is the idea of the Co-operative is bad, but when it encroaches on the territory of the Independent Exhibitor, going into his town; and threatening that if he will not come in with the leaders of the Co-operative Group, or pool his theatre, or lease his theatre to them, that they will build a theatre in his town, then this Co-operative Group is no better than the Big Circuits about whose methods they have had so much to say. In fact, I think that a Co-operative adopting such an attitude toward an Independent is a much worse menace than the Big Circuit.

No one can be a bigger bully than the Little Fellow who suddenly comes into power; and who has a lust for power and what power brings by way of money. A Co-operative cannot carry out the purpose of its co-operation, when those in control of it outvote the others because of the number of theatres which they individually, or as a group own or control. The Independents in such a Co-operative must eventually realize that they are the tail-end of the dog, wagging the head to recognition.

WE have several co-operatives in Canada, born because the Distributors continually harp on "buying power", the latter argument which is good, but now there is competitive buying as between one Co-operative and another Co-operative, and how is this going to help the Industry as a whole, or help the Independent who desires to manage his own affairs?

I have observed here in Canada, that despite all the Independent talk, the Independent Distributors are not conspicuous by way of prosperity. Neither Co-operatives or Independents besiege their offices for contracts; and yet all the troubles of the exhibitor comes from Product limitations and irritations. The encouragement

(Continued on Page 11)

Ontario Provincial Government To Train Theatre Projectionists

WILL START 12 MONTHS' COURSE JANUARY 6th

Toronto, Ont. — Despite protests from the labor unions, Premier Mitchell Hepburn has declared that the Ontario Government will go ahead with its plans to establish a 12-months course of instruction for motion picture projectionists.

Mr. O. J. Silverthorne, Chairman of the Ontario Motion Picture Censorship Board, stated that the school would open on January 6th, 1941, and would be conducted for a period of twelve months, with daily classes Monday through to Friday, from 9.30 to 12.30. The course will be open to a limited number of young men, to be of a minimum age of 18 years. The fee for the course will be \$100.00.

Class Limited

In an interview with The Digest, Mr. Silverthorne stated that in conjunction with training for motion picture projectionists, the department plans to secure the services of one of the best sound technicians and radio operators, so that the students would also be familiar with this branch of their work. The two members on the projectionist staff in the Censorship Department of the Provincial Government, will act as instructors, in addition to several others who will be engaged for this specific work. Mr. Silverthorne definitely stated, "The number of students will be controlled".

Premier Cites Hazard

When the plan was announced criticism was directed towards it, as it was felt that projectionists would find difficulty in securing employment, etc. The Premier is reported in the daily press as follows: "These kicks will be of no avail. The Government is responsible for licensing theatres and for inspecting them for fire protection. Greatest fire hazard is in the projection room, and it necessarily follows that the Government, which licenses the projectionists, should pass upon their qualifications.

"It is simply a case of giving proper instructions, and passing upon the qualifications of men who handle one of the greatest fire hazards, the 34 millimetre film," he added. "It does not mean there will be any more projectionists displaced or laid off. It will mean the projectionists will receive a certificate of qualification under governmental tests."

Unions Oppose Plan

Mr. W. P. Covert, business manager of the Toronto Projectionists Union, Local 173, I.A.T.S.E., in an interview with The Digest said, "For the past thirty years we have taken care of the Industry. When sound came in we double equipped the theatres in Ontario, according to regulations, and we taught the men ourselves. In the past five years the depression has forced

many of our men out of their jobs. The amendments to the laws governing theatre operation which cut down the number of projectionists required in the booth of theatres with a seating capacity up to 750 seats, to one projectionist instead of two, also caused increased unemployment. Then the further amendment passed last June, which requires only one projectionist in the booth in theatres with a seating capacity up to 1000, had its effect.

"In the past five years we have trained 56 projectionists, this number in the face of the depression, etc., and we have at the present time 15 apprentices in the City of Toronto alone. There are slightly less than 400 theatres in the Province of Ontario, and our trade is not like any other, where thousands may be employed. A projectionist usually opens a theatre and stays there indefinitely.

"There is little possibility of a shortage. Right now I have 26 projection-

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RAY LEWIS - - - Editor and Publisher

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— Correspondents —

ROBERT LANSING.....Washington, D.C.
WARD SHAFTESBURY.....London, England
A. L. FAIRWEATHER.....Saint John, N.B.
J. J. CONKLIN.....Winnipeg, Man.
BRUCE PEACOCK.....Regina, Sask.

ists on call here in Toronto. Our contracts with exhibitors allow for apprentices if the exhibitor wants one—and we are always ready to talk things over with the exhibitors.

Practical Experience Necessary

"As far as our training is concerned, the apprentice must work for at least six months before he can take his examination for a Class C license, another six months for his Class D license and another six months for his Class A license. It generally takes the average apprentice two years to become fully qualified. As far as any student being qualified after a year's course, the union would not accept these men — our men must have practical experience in the theatre booths, before we can consider them efficient motion picture operators."

Open Capitol Theatre Halifax For Soldiers' Sunday Shows

CITY COUNCIL APPROVES PROPOSED PLAN

Halifax, N.S. — The Halifax City Council has approved the proposals in connection with the opening of theatres on Sunday in the eastern seaport. The suggestion was that the Capitol Theatre be opened and that each service man be permitted to bring one guest. If the Capitol's 2,000 seating capacity is insufficient to cope with the situation other theatres would be opened.

The following were the terms of the proposals as outlined:

1. Sunday evening entertainment is urgently needed for Naval, Army and Air Force personnel on Active Service in Halifax, N.S.

2. The following recommendations are submitted herewith:

(a) That the Capitol Theatre with a seating capacity of 2,000 be opened.

(b) That Service men only, accompanied by one guest be admitted.

(c) That show start at 8.45 p.m., the doors not opening before 8.30 p.m.

(d) That the admission be free or by voluntary donations.

(e) Shows to consist of a varied nature including solo numbers, Service bands, sing-songs, educational films, full-length features of superior quality.

(f) If the contributions received are not sufficient to meet expenses, the balance of the cost to be underwritten by Famous Players' Corporation.

(g) Alternatively the cost of the theatre should be the bare minimum in accordance with Winnipeg arrangements of \$50 or \$100.

(h) The union employees should agree on standard week pay rates not double time, with skeleton staff, the balance of the staff to be made up of Service Police.

(i) Possibility of coast to coast broadcast of solo numbers and sing-song.

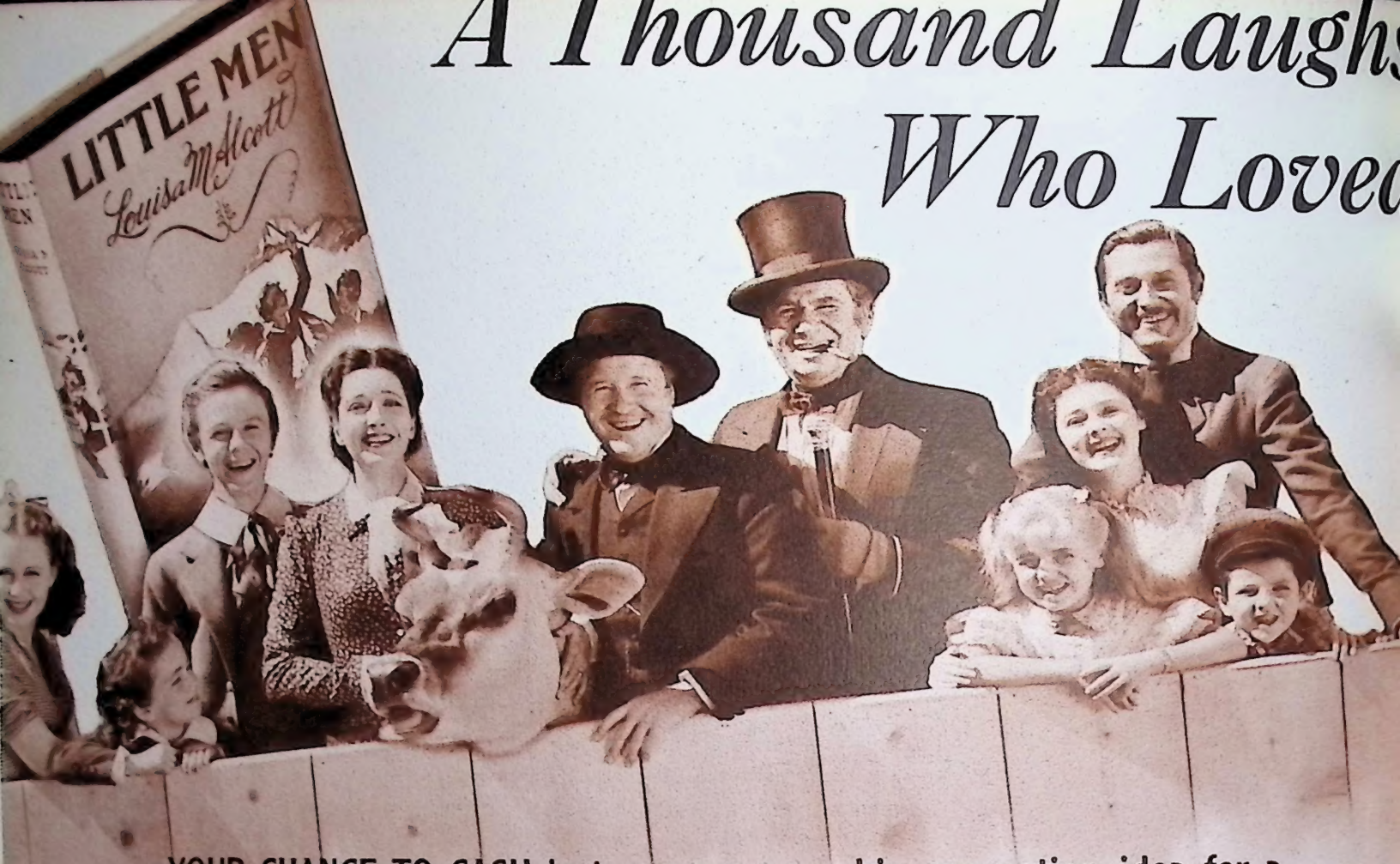
(j) Surplus donations over cost to be given to Red Cross.

(k) If response is overwhelming, other theatres be opened on the same basis.

(l) It is understood that the ministerial association concur in the above ideas, so long as the profit motive and box office receipts are not involved.

\$15,000 IN CASH PRIZES

**TO 369 THEATRE MEN
WHO PUT ON
THE BEST CAMPAIGNS
FOR A SHOW
WORTH ALL
THE EFFORT!**



YOUR CHANCE TO CASH in two ways on a big promotion idea for a big show! . . . Go after one of these 369 CASH PRIZES, in the great showmanship contest on publicity, advertising and exploitation campaigns that tie in "Little Men" and "Elsie," the most famous cow in the world... the cow whose tons of publicity make her a real Hollywood "personality" . . . the bovine now being featured in big national magazine, newspaper and billboard campaigns . . . the contact that will put you in touch with your share of 525,000 retail dealers ready to co-operate. Learn all about it in the special press sheet; about the stills, stunts and tie-ups without end. Get started early and win one of those top cash prizes!

Contest begins November 1, 1940, and continues to, and including, April 15, 1941. The contest applies to all "Little Men" engagements opening within this period. All entries must be postmarked or sent not later than midnight, April 25, 1941. In the event of ties, duplicate prizes will be awarded. Full details available without cost at any RKO Exchange.

Here's the \$15,000.00 as Cash Prizes

IN CITIES OF 100,000 OR OVER
FIRST RUN THEATRES
 1st Prize\$500.00
 2nd Prize 250.00
 3rd Prize 100.00
 Ten of \$50.00 each

SUBSEQUENT RUN THEATRES
 1st Prize\$250.00
 2nd Prize 100.00
 Ten of \$50.00 each
 Fifty of \$25.00 each

IN CITIES OF 25,000 50 100,000
FIRST RUN THEATRES
 1st Prize\$500.00
 2nd Prize 250.00
 3rd Prize 100.00
 Five of \$50.00 each

SUBSEQUENT RUN THEATRES
 1st Prize\$250.00
 2nd Prize 100.00
 3rd Prize 50.00
 Seventy-five of \$25.00 each

IN CITIES UNDER 25,000
ALL THEATRES
 1st Prize\$500.00
 2nd Prize 250.00
 3rd Prize 100.00
 Ten at \$50.00 each
 150 at \$25.00 each

IN CANADA (ALL CITIES)
FIRST RUN THEATRES
 1st Prize\$250.00
 2nd Prize 100.00

SUBSEQUENT RUN THEATRES
 1st Prize\$200.00
 2nd Prize 100.00
 Two of \$50.00 each
 Twelve of \$25.00 each

RKO NATIONAL CIRCUIT
 1st Prize\$400.00
 2nd Prize 200.00
 3rd Prize 100.00
 Two of \$50.00 each

RKO METROPOLITAN N.Y. CIRCUIT
 1st Prize\$300.00
 2nd Prize 200.00
 3rd Prize 100.00

and Heart Throbs For All Little Women"

Streamlined to the screen from one of the most popular novels ever written . . . with two lovable rogues added to the most laughed- and cried-over group of folks ever caught between the covers of a book . . . All as a million hearts have pictured them, all as millions more will love them . . . in a drama - suspense - excitement show with a box-office call in every one of its dozens of crowd-pleasing angles.

GENE TOWNE presents

Louisa May Alcott's

LITTLE MEN

with

KAY FRANCIS • JACK OAKIE • GEORGE BANCROFT

JIMMY LYDON • ANN GILLIS • CHARLES ESMOND and

"ELSIE"

(THE COW)

Directed by NORMAN Z. McLEOD

Produced by GENE TOWNE and GRAHAM BAKER

Screen play by Mark Kelly and Arthur Caesar





**"A GIRL, A GUY AND A GOB," HAROLD LLOYD'S
RKO PRODUCTION, NOW CUTTING...**

Soon to be previewed preparatory to early release, is Harold Lloyd's production for RKO Radio, "A Girl, a Guy and a Gob," a riotous comedy-romance-drama featuring such players as George Murphy, Lucille Ball and Edmond O'Brien. The Hollywood tipoff is that the show has everything it takes for sensational popular entertainment—fast plot, uproarious situations and wise-cracking dialogue, with every scene touched with the movie magic of its producer, and its director.

Air Forces, Aviation Officials Attend "Flight Command" Premiere

FLYING CLUB DINNER PRECEDES PREMIERE

Toronto, Ont. — Through a tie-up with the Toronto Flying Club, Dewey Bloom, Metro-Goldwyn-Mayer Canadian Promotion Representative, and Jules Bernstein, Manager of the Loew's Theatre, arranged a dinner at the Royal York Hotel, Tuesday, December 17th, to precede the "Hemispheric" Premiere of M-G-M's "Flight Command".

The "Three Point" Dinner, thus named to observe Pan American Aviation Day, The Wright Brothers' First Flight and the First Anniversary of the Premier's Announcement of the British Commonwealth Air Training Plan, was a successful affair, and garnered much space in the daily papers.

Air Forces Represented

Among those who attended were representatives of 11 countries and representatives of 11 states of the U.S.A. now serving in the Royal Canadian Air Force. Members of the Royal Air Force, the Royal Canadian Air Force, the Royal Norwegian Air Force, together with aviation officers and officials from all branches of the industry. Similar dinners preceded the "Flight Command" premieres in Washington, D.C., Mexico City, Havana, Cuba, and other South American cities.

Pays Tribute to Industry

The guest speakers were Mr. J. A. D. McCurdy, pioneer Canadian aviator, and the first man to fly in the British Empire, who told of the trials of early flying. Mr. Merton Seymour, President, Canadian Flying Clubs Association, and The Honourable Gordon Conant, Attorney-General of the Province of Ontario. Mr. C. Ernest French, President of the Toronto Flying Club, and Chairman of the Dinner, paid tribute to the Motion Picture Industry in his address: "Gentlemen, I believe you will all agree that the Motion Picture Industry has played no small part in helping to make the public air-minded. No doubt most of us have seen outstanding flying pictures — pictures that were bound to spur the public interest in aviation," he said. "To-night, through the kindness of Metro-Goldwyn-Mayer, we are privileged to view the first Hemispheric Premiere in screen history, 'Flight Command', a picture made with the co-operation of the U.S. Navy."

After the dinner the entire company attended the premiere at Loew's Theatre.

OBSERVE BOXING DAY

Regina, Sask. — Boxing Day will be observed as a civic holiday in Regina and Saskatoon. At Prince Albert, merchants will observe Dec. 26 as a holiday and it is expected that City Council will pass a by-law for a Boxing Day holiday for the whole city.

CAPITOL, ROXY THEATRES AID GREEK WAR FUND

Lethbridge, Alta. — Capitol and Roxy Theatres here were filled to overflowing at afternoon and evening performances of a benefit program presented on a recent Sunday in aid of the Greek War Fund. Receipts brought the total to between \$500 and \$600. In addition to assistance in organizing the drive, A. W. Shackelford, manager of the Capitol, placed his theatres and services at the disposal of the Greek committee so that the entire proceeds could go to the fund. Staffs of the theatres and union projectionists donated their time.

RE-ORGANIZE M.P.D.A.

Toronto, Ont. — J. P. O'Loughlin, Canadian Manager of 20th Century-Fox Film Corp., recently elected President of the Motion Picture Distributors Association, explained in an interview with The Digest that the newly organized M.P.D.A. has no affiliation with the Hays Organization in New York, and in this organization there are no exhibitor members. The new M.P.D.A. will carry on as purely a distributor organization, to settle any distributor problems.

CLEARANCE BOARD PROGRESSES WITH CONSTITUTION SET-UP

Toronto, Ont. — The Ontario Clearance Board which met on December 17th, is progressing with the work of perfecting a constitution for the Board.

The Committee is made up of three representatives of Famous Players Canadian Corporation: Mr. Ben Geldsaler, Mr. Morris Stein and Mr. T. G. Bragg. Representing the Independent Theatres Association are Mr. Harry Alexander, Mr. Nat Taylor and Mr. Hyman Freedman, with Mr. Harry Firestone acting as an alternate member for the three independent representatives.

The next meeting of the Clearance Board will take place on January 7th.

FAMOUS PLAYERS XMAS BONUS

Toronto, Ont. — Famous Players Canadian Corporation will give their employees, with the exception of theatre managers and union employees, a Christmas bonus of two weeks pay. Last year Famous Players employees received only one week's pay as a bonus.

200 MAGAZINES BANNED

Ottawa, Ont. — Two hundred U.S. magazines are prohibited from entry into Canada, under the ban invoked as a result of the war emergency budget. Officials of the National Revenue Department announced, "The prohibited class, which includes detective, sex, western and alleged true or confession stories, is so definite we consider it unnecessary to prepare a specific list of such periodic publications".



Among those who attended the Toronto Flying Club Dinner, at the Royal York Hotel, and the Hemispheric Premiere of M-G-M's "Flight Command" — From left to right: Wing Commander Norman Irwin, R.C.A.F., Toronto; Col. Douglas Joy, Inspector of Civil Aviation for Canada; E. L. Cousins, General Manager, Toronto Harbour Commission; Henry L. Nathanson, General Manager, Regal Films Ltd., and Group Captain T. A. Lawrence, O.C. Trenton Air Station, R.C.A.F.

"Flight Command" Timely Aviation Film "World In Flames" Outstanding Documentary

"FLIGHT COMMAND"

METRO-GOLDWYN-MAYER

M-G-M has produced another hit, and the company's Publicity Department has originated another new idea to herald the film's release and start the fanfare rolling. The idea — a "Hemispheric Premiere", with simultaneous previews in Washington, D.C., Havana, Cuba, Mexico City, Mexico, and at Loew's Theatre, Toronto. Something new, and more of the excellent work which films are doing to draw the Americans closer together in their joint defence.

"Flight Command" has the cast, the direction, the timeliness and the authenticity, produced as it was, with the co-operation of the United States Navy, to warrant its being one of the best aviation films yet produced. Featuring a new branch of the Air Force, since the film concerns those flying forces which are attached to the United States Navy, the film presents a fresh angle.

Story concerns a graduate of Pensacola, U.S. Navy Academy, Ensign Alan Drake (Robert Taylor), who is sent to join Squadron 8, famous crack squadron of the flying fleet, and known as the "Hellcats" because of their daring and courageous flying achievements. The veterans put the youngster through the paces, and finally after a series of incidents accept the "kid" as "one of themselves".

Love interest enters when Lieut. Jerry Banning (Shepperd Strudwick), brother of Commandant Garry's wife (Ruth Hussey), is killed while testing a new fog device which he has invented. The Commandant is suddenly called away, and his wife is left to bear her grief alone. Ensign Drake, as her brother's pal tries to soften the blow of his death, by taking her "places" and thus preventing her from dwelling on her loss. The Commandant returns two weeks later, and his wife leaves for the East, following which the Squadron accuses Drake of breaking up the Commandant's home. After Taylor, in a thrilling sequence saves the Commandant's life. Mrs. Garry returns, and everybody's happy.

This is a new role for Robert Taylor, but he handles it perfectly. He is thoroughly convincing as Ensign Drake, even though in this film he doesn't "get the girl". Ruth Hussey, Walter Pidgeon and Paul Kelly, all do fine work, with Shepperd Strudwick very likely to be seen in bigger and better parts.

Directed by Frank Borzage, and produced by J. Walter Ruben. Screen play by Wells Root and Commander Harvey Haislip.

Running time—117 minutes.

"CHRISTMAS IN JULY"

PARAMOUNT

THE team of Preston Sturges and Paul Jones, writer-director and producer respectively of the surprise film, "The Great McGinty", have done it again. By this we mean that they have produced a film which is excellent light entertainment, and which should please most audiences.

Dick Powell, who made a comeback in "I Want a Divorce" is presented as the winner of a radio contest, and Ellen Drew as the young lady whom he is able to marry, through the winning of the prize money.

Others in the cast include: Raymond Walburn, Alexander Carr, Walter Demarest, Ernest Truex, Franklin Pangborn, Harry Hadden, Rod Cameron, Michael Morris, Harry Rosenthal, Georgia Caine, Ferike Boros, Torben Mayer, Julius Tannen, Alan Bridge, Lucille Ward, Kay Stewart and Vic Potel.

Exhibitors should sell this film as another from the same team who made "The Great McGinty".

Running time—67 minutes.

"ALWAYS A BRIDE"

WARNER BROTHERS

THIS story of young marital love and difficulties, the couple in question played by Rosemary Lane and George Reeves, is okay entertainment for the lower half of a dual bill.

The young husband, jobless, is threatened by his in-laws that unless he is able to find employment, they will take away his bride, to live with them. Faced with this, in order to keep his bride with him, he runs for mayor. His campaign is conducted on a plan outlined for the citizens giving reasons why they should not vote for him. The campaign successful, the young man is elected Mayor, and all ends happily.

Virginia Brissac and Francis Pierlot, as the bride's parents, John Eldredge as the rich highbrow suitor, and Oscar O'Shea as the uncle who pays all bills, supply the comedy in the film. Others in the cast include Ferris Taylor, Phyllis Ruth, Joseph King and Lucia Carroll.

Directed by Noel Smith, from a screen play by Robert E. Kent.

Running time—57 minutes.

"WORLD IN FLAMES"

PARAMOUNT

PRESENTING the history of the world, as compiled by newsreels since 1929. "The World in Flames" is a most interesting and vividly moving documentary feature.

Reviewing the events in the history of this world from the period of the stock market crash in 1929, the depression which followed, up through the years to the present day events, the film is wide in scope and presents a pictorial record of history which will long be remembered.

The first few years recorded in the film, are covered briefly, and the film continues with the picturization of the Japanese invasion of Manchuria, the Italian conquest of Ethiopia, the Spanish Revolution, Italian, German and Russian intervention, and the rise of Hitler and the Nazi Party in Germany. One by one the film highlights history-making news, the Munich Pact, the invasion of countries, one by one, by Germany, the evacuation of Dunkirk, the Battle of Britain. Also included in this film is the portion of the film, "The Baptism of Fire", which was made by the Germans in Poland, and which depicts the horrors of conquest, and used by the Germans to intimidate other nations which they subsequently conquered.

While this film is very serious in theme — it is excellent entertainment. Paramount has assembled an intensely moving and interest-packed series of "shots" of world-shaking events, and the feature presents an authentic record of life in the past decade.

While the film does in no way "preach" propaganda of any sort, it is sufficient to say that one is in a most receptive mood when at the conclusion of the feature there is a message — a call for preparedness for defense.

This is an impressive film, and exhibitors should have no difficulty in lining-up the co-operation of officials, patriotic organizations, schools, etc.

Running time—50 minutes.

SOCIETY POSTPONES MEET

Regina, Sask. — National Film Society of Canada, Regina branch, has postponed the first of its three programs until January. Lack of response to the membership campaign forced the executive to cancel its plans for 1940. Membership drive will get underway again right after the turn of the year. Persons who have already bought tickets have been given their choice of leaving their money in a trust fund until the executive finds whether it can carry on, or having it returned.

SEAT BARGAIN

500 Box Spring Seats, red and black leather, red plush and black leather backs.

200 Black Leather Seats, veneer backs. Write

Royal Theatre - Windsor, Ont.

RAY PRESENTS

(Continued from Page 3)

of Independent Distribution in Canada, more of it, would help solve a great many of the Exhibitors' troubles. Exhibitors may argue that their public desires Established Trademarks and stars. This argument is also good, but every Independent Exhibitor plays some pictures which he could eliminate, and which he could substitute with Independent product, just as good and oft-times better than the pictures he plays.

By encouraging the Independent Distributor, you enable him to secure better product for you, you keep the market open. It is not so many years ago that some of the Major Distributors were just little fellows, talking about being Independent. They grew because they received Independent support primarily, they improved their product and secured the attention of the Bigger Circuits.

There is Harry Allen of Grand National and Mr. Silver of Colonial, there are some other Independent Distributors in Canada who have some good pictures, and I believe that better than any "consent decree" would be the support of Independent distributors, the keeping of Canada's Film Market open.

IF Independent Exhibitors could get some Independent product to fill in the gaps between first-run, second-run and general release, if they could have cancellation privileges on lower brackets of pictures, the latter which sew up the playing-time of their theatre, if they could be released from the compulsion of being loaded up with Short Subjects, they could make a living, and perhaps enough for an occasional holiday, operating a theatre in Canada as an Independent.

Mr. Nicholas Schenck said that there was no illness in this Industry which the Industry could not cure itself. We know that this is so, our executives know all about the Independent's inability to get product, "clearance difficulties", "high pressure salesmanship", etc., etc. They know that they could confer with the Big Circuits and say, "Leave some crumbs from the rich man's table for Independents". They need no "consent decree" to bring this about. But they willingly or unwillingly permit themselves to be bullied to consent; and through a lack of interest, or not sufficient interest, they are responsible for all the millions of dollars wasted on litigation and the general waste of time which film controversies involve.

Syd Taube, of Canadian Automatic Confections Limited, and a Canadian Motion Picture Pioneer, has just telephoned an excellent idea. Syd reminds us that beginning January 1st citizens of Canada can purchase \$600 during the year of War Savings Stamps. Syd thinks that our friends in America, to whom we make business payments would be interested in the purchase of War Savings Stamps if the idea was presented to them. Syd presented the idea to a certain executive in the States with whom his company did business; and that Executive immediately bought some War Savings Stamps, several hundred dollars worth. American citizens may register stamps purchased at a Canadian address and in this way Syd Taube believes we could persuade thousands of American Dollars to come into Canada. I am all with

you Syd, on the idea. Glad it came from a Pioneer. I have a few ideas by way of further co-operation on the question of the sale of War Savings Stamps which we will talk about next week in our Holiday Number.

RKO-RADIO has a Borden tie-up for an Exhibitors' Exploitation contest on "Little Men" with an offer of \$15,000 to exhibitors in cash prizes for the best exploitation on the picture. This contest includes Canadian cities and towns.

"Elsie", the Borden cow, made her debut as "Buttercup" in this world-famous title, "Little Men", from which the Louise Alcott story has been adapted for RKO-Radio.

"Elsie" is now quite as famous as "Ferdinand The Bull" with which Disney delighted world-wide audiences. "Elsie" was christened eight years ago and called, "You'll Do, Lobelia". She was renamed "Elsie" by the Borden Company with which product she has become synonymous.

She is a Jersey Cow, beautiful and glamorous, believe it or not, a cow can be glamorous, especially if she has the right formation of teats and can produce the quantity and quality of milk which pays dividends in healthy cheeks for babies and healthy profits for the Papas of Babies.

"ELSIE" was a star at the World's Fair, she was in a four-poster canopied stall, and later on transferred to a dainty boudoir. Those who saw "Elsie" at the Borden exhibit said she behaved like a lady and not like a bull in a china-closet.

"Elsie" was the guest at three different publishers' conventions at the Waldorf Astoria and has been taken to some of New York's swankiest clubs, proving the inspiration for a milkshake on these occasions by "Little Men", and little women.

"Elsie" autographed photographs of herself, with her nose, at the Finnish Relief bazaar at the Hotel Roosevelt, where Hendrik Willem Van Loon painted a portrait of her which was raffled off. She appeared as a Radio star on Dave Elman's Lobby Hour at the CBS Playhouse. In August of 1939 she was formally wedded to Laird Della, champion bull, in the Court of Peace during Farm Week of the New York World's Fair. Since then she's had no peace from Laird. Sounds like an Irish bull, is it — maybe. O well, it's near Christmas, so what?

Meanwhile, the best to you, Good Health, Faith, Hope, Devotion and Sincerity, a full understanding and realization of our obligation to the Cause for which so many thousands are suffering and have died. A Very Merry Christmas, gentlemen and ladies.



Trans-Canada Showings

TORONTO

AVENUE

"They Drive By Night" (Warner Bros.), with Ann Sheridan, George Raft and Humphrey Bogart, also "Women Without Names" (Paramount), with Louise Platt and Robert Paige.

EGLINTON

"The Great Profile" (20th Century-Fox), with John Barrymore, also "Hired Wife" (Universal), with Rosalind Russell and Brian Aherne (2nd run).

IMPERIAL

"Christmas In July" (Paramount), with Dick Powell and Ellen Drew, also "The World In Flames" (Paramount), Documentary.

LOEW'S

"Flight Command" (Metro-Goldwyn-Mayer), with Robert Taylor, Ruth Hussey and Walter Pidgeon.

SHEA'S

"Tugboat Annie Sails Again" (Warner-F.N.), with Marjorie Rambeau, Alan Hale, Jane Wyman and Ronald Reagan, also "Always A Bride" (Warners-F.N.), with Rosemary Lane and George Reeves.

UPTOWN

"A Dispatch From Reuters" (Warner-F.N.) with Edward G. Robinson, Edna Best and Eddie Albert.

SAINT JOHN

CAPITOL

"Down Argentine Way" (20th Century-Fox), with Don Ameche, Betty Grable and Carmen Miranda.

STRAND

"Ladies Must Live" (Warner-F.N.), with Wayne Morris and Rosemary Lane, also "Charlie Chan at the Wax Museum" (20th Century-Fox), with Sidney Toler.

MONTREAL

CAPITOL

2nd week. "The Mark of Zorro" (20th Century-Fox), with Tyrone Power, Linda Darnell and Basil Rathbone, also "Youth Will Be Served" (20th Century-Fox), with Jane Withers.

LOEW'S

2nd week. "The Letter" (Warner Bros.), with Bette Davis, Herbert Marshall and James Stephenson.

ORPHEUM

2nd week. "The Long Voyage Home" (United Artists), with John Wayne, Thomas Mitchell and Ian Hunter.

PALACE

"Lady With Red Hair" (Warner Bros.), with Miriam Hopkins and Claude Rains.

PRINCESS

"Wyoming" (Metro-Goldwyn-Mayer), with Wallace Beery, Leo Carillo and Ann Rutherford, also "Five Little Peppers In Trouble" (Columbia), with Dorothy Fellows.

SNOWDON

2nd week. "I Was A Spy" (Empire-Universal), with Madeleine Carroll and Herbert Marshall, also "Sing, Dance, Plenty Hot" (Empire-Universal), with Ruth Terry and Johnny Downs.

WINNIPEG

CAPITOL

"The Mark of Zorro" (20th Century-Fox), with Tyrone Power, Linda Darnell and Basil Rathbone.

APPOINTED ASSISTANT MANAGER

Oshawa, Ont. — Mr. L. E. Osier has been appointed Assistant Manager of the Regent Theatre here.

GAIETY

"Boom Town" (Metro-Goldwyn-Mayer), with Clark Gable, Hedy Lamarr, Spencer Tracy and Claudette Colbert.

GARRICK

"Lady With Red Hair" (Warner Bros.), with Miriam Hopkins and Claude Rains.

LYCEUM

"Wyoming" (Metro-Goldwyn-Mayer), with Wallace Beery, Ann Rutherford and Leo Carillo, also "The Captain Is A Lady" (Metro-Goldwyn-Mayer), with Charles Coburn and Beulah Bondi.

MET

"Seven Sinners" (Universal), with Marlene Dietrich and John Wayne, also "I'm Nobody's Sweetheart Now" (Universal), with Dennis O'Keefe and Constance Moore.

RIO

"Konga" (Columbia), with Fred Stone, Rochelle Hudson and Richard Fiske, also "Who Killed Gail Preston" (Columbia), with Rita Hayworth and Don Terry.

CALGARY

CAPITOL

"Lucky Partners" (RKO Radio), with Ronald Colman and Ginger Rogers.

GRAND

"A Child Is Born" (Warner Bros.), with Geraldine Fitzgerald, Gladys George, Jeffrey Lynn and Gale Page, also "Honolulu" (Metro-Goldwyn-Mayer), with Eleanor Powell, Robert Young and Burns and Allen.

PALACE

"Argentine Nights" (20 Century-Fox), with The Ritz Brothers, The Andrew Sisters, Constance Moore and George Reeves, also "Mexican Spitfire Out West" (RKO Radio), with Lupe Velez and Leon Errol.

STRAND

"Allegheny Uprising" (RKO Radio), with Claire Trevor and John Wayne, also "Tom Brown's School Days" (RKO Radio), with Sir Cedric Hardwicke, and Freddie Bartholomew.

VANCOUVER

BEACON

"I Was A Spy" (Empire-Universal), with Madeleine Carroll and Herbert Marshall. Vaudeville.

CAPITOL

"The Mark of Zorro" (20th Century-Fox), with Tyrone Power, Linda Darnell and Basil Rathbone.

DOMINION

"Hired Wife" (Columbia), with Rosalind Russell and Brian Aherne, also "City for Conquest" (Warner Bros.), with James Cagney and Ann Sheridan.

ORPHEUM

"Seven Sinners" (Universal), with Marlene Dietrich and John Wayne, also "Slightly Tempted" (Universal), with Hugh Herbert and Peggy Moran.

PLAZA

"Charlie's Aunt" (Empire-Universal), with Arthur Askey and Phyllis Calvert, also "Stranger On the Third Floor" (Empire-Universal), with Peter Lorre.

STRAND

"World in Flames" (Paramount), Documentary, also "A Night At Earl Carroll's" (Paramount), with Brenda and Cobina, and Ken Murray.

DECLARE CIVIC HOLIDAY

Prince Albert, Sask. — Boxing Day, Dec. 26, will be a civic holiday in Prince Albert.

SPRAGUE THEATRE OPENED

St. George, N.B. — The Capitol Theatre, St. George, N.B., the new theatre built for the Sprague Bros., A. C. ("Aub") Sprague and L. A. ("Les.") Sprague, opened its doors December 15th with a special programme. This theatre is owned and operated by Sprague Bros. Amusements. It has a capacity of 400 and is air-conditioned. The lobby is dark brown plastic trimmed with chromium. The box office has two windows, one on the outside and one in the lobby. Soft ivory tones were used for the walls which have piliasters trimmed with brown plastic. The stage draperies are in rust and gold which are also used in the hangings over the exit doors. The seats are covered in red leather. All sound reproducing apparatus is of the most modern type and it is a theatre of which any town may well be very proud. The former theatre at St. George, the old Opera House, will be closed.

SUGAR CROP PAYMENT SHOULD AID THEATRES

Raymond, Alta. — Another sugar beet payment, totalling \$525,000, was sent to approximately 1,100 farmers in this district recently. The first payment, made a month previous, amounted to \$1,322,000. Thus the total initial payment at \$5.50 a ton to farmers of southern Alberta amounts to \$1,847,000.

PRINCESS MANAGER PASSES

Radville, Sask. — Taken ill nearly a year ago, Herbert Reetz, 36, manager of the Princess Theatre, died here recently. He is survived by his mother, Mrs. T. Reetz and one sister. Burial was in Radville.

OPERATOR WANTED

Projectionist, holder of Class B License. Write: Mr. F. H. Graham, Reenville Theatre, Walkerton, Ont.

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